



Alice in Dairyland application deadline nears

Release Date: January 2, 2014

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MADISON – Now is the time to apply for the 67th Alice in Dairyland position. Applicants need to submit their materials to the Wisconsin Department of Agriculture, Trade and Consumer Protection by 4:30 p.m. on Monday, January 13 to be considered.

Qualified applicants will be invited to a preliminary interview in February, and finalists for the position will be announced in March. The 67th Alice in Dairyland will be selected at the conclusion of the three-day Finals in Clark County on May 17.

Beginning on June 2, the 67th Alice in Dairyland will travel the state and surrounding area for one contract year promoting Wisconsin's \$59 billion agriculture industry through media interviews, school presentations and community events.

The selected individual will receive a \$40,000 salary, use of a state-owned vehicle for official business, professional travel expenses and reimbursement of an individual health insurance premium up to \$450 a month.

Applicants must be a female, a Wisconsin resident and at least 21 years of age. Alice in Dairyland is a public relations professional and requires at least three years of experience, education or training in communications or marketing. Applicants should also have public speaking experience and considerable knowledge about Wisconsin agriculture.

As Alice in Dairyland, the selected individual will need to coordinate and execute media campaigns sharing the impact of agriculture on the state economy. Alice in Dairyland also needs to prepare and deliver speeches to connect with urban and rural audiences.

Application materials are available at http://datcp.wi.gov/Business/Alice_in_Dairyland/Recruitment. For more information, contact Becky Paris, the Alice in Dairyland Program Manager, at 608-224-5115 or rebecca.paris@wi.gov.

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